

Concept Submission Format

CONTACT INFORMATION

List the following:

- Title of project and amount requested
- Name of organization and project contact person
- Contact person's mailing address, telephone number, and e-mail address

FORMATTING GUIDELINES

- Use a minimum 11-point serifed typeface (e.g., Times or Cambria), single spaced, printed on 8.5 x 11-inch white paper with one-inch margins (if submitting by mail or in person), no longer than three typed pages.
- Use the numbering scheme below (1A through 3D) to describe your concept.

Repeat the main headings, PROJECT BACKGROUND, GOALS & OBJECTIVES, and PROJECT ACTIVITIES. For the subheadings, don't repeat the entire question. Instead, begin your response with the bold-faced subheadings—for example, A. **Priority Areas** and B. **Pesticide-related Problems**.

OUTLINE

1. PROJECT BACKGROUND (20 points)

A. PRIORITY AREAS

Which priority area(s) does the project address?

B. PESTICIDE-RELATED PROBLEMS

Describe the pesticide-related problem(s) that the project is addressing and their importance.

2. GOALS & OBJECTIVES (15 points) —

Describe the goals and objectives of the project.

3. PROJECT ACTIVITIES (65 points)

A. SUMMARY (20 points)

(1) **Key Activities.** Briefly outline the key activities of the project.

(2) **Narrative Timeline.** Provide a narrative timeline for completion of objectives and the project. (Assume a start

date of **September 1, 2011**, and an end date of **May 9, 2014**.)

(3) Types of IPM Practices

(a) Identify the types of IPM practices that the project advocates and briefly justify their readiness for implementation and adoption.

(b) Discuss their effectiveness as pest management tools and their potential environmental and economic costs compared to current practices.

B. ALLIANCE DEVELOPMENT (20 points)

(1) **Stakeholders.** Provide an overview of the types of groups, organizations, and people that are likely to have an interest in the problem, the project, and its outcomes (e.g., growers, residential neighborhoods, business communities, marketing boards,

government, nonprofit or environmental groups).

(2) **PI & Management Team.** List the proposed principal investigator(s), the Management Team, and their roles in the project. The Management Team consists of those who will make decisions and meet goals and objectives.

(3) **Team Partners.** List the proposed Team Partners and their roles in the project. Team Partners provide outreach to stakeholders, complete project tasks, and give feedback to the Management Team.

C. EDUCATION & OUTREACH (10 points)

(1) **Target Audience.** List the target audience(s) likely to adopt IPM practices as a result of this project.

(2) **Communication**

(a) How will the project communicate with the target audience to increase adoption of IPM practices?

(b) What outreach will be developed?

(c) Do the project results have the potential to be communicated beyond the target audience? If so, to whom and how?

D. MEASURES OF SUCCESS (15 points)

What quantitative and qualitative measures can be used to determine the project's success in meeting its goals and objectives?